

Record Christmas Buying Binge Expected This Year

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By REYNOLDS KNIGHT

Now that the children are back to their classes and all that "back to school" buying of clothes and other essentials has been done, the next big spending spree will be for Christmas.

The experts already are anticipating the biggest volume of Christmas business on record when December rolls around; one forecast is for a total of \$11.5 billion in sales—\$3.5 billion more than was spent in 1963.

And at least one toy manufacturer is ready to share in this market with an up-to-the-minute offering. A New Jersey manufacturer has introduced a 42-inch-long spaceship, operating on three small motors under ground-to-air control, which will simulate maneuvers in all three dimensions.

Optimistic talk about Christmas sales is spurred by the federal income tax cut of last March and the generally high level of American business.

YULE GIFTS—The jewelry industry, which in recent years has been inching toward the \$2-billion mark in annual retail volume, is anticipating an active and profitable fall and holiday season, industry sources say, with sales for the next 12 months expected to rise 7 to 10 per cent.

The jewelers are saying that diamonds, gold jewelry and fine watches—long the favorites for Christmas gift

giving—will pace their yule sales this year. Market researchers at Bulova Watch Co. Inc., report that Americans are more style conscious than ever and expect that watch sales will ride high on a strong demand for more elegantly styled and higher priced timepieces.

Women look for fashionable styling and long-lasting value in their watches, and more and more men are becoming owners of at least two watches—one for everyday use and one for dress occasions. U.S. jewelers also report a strong demand for Bulova's Accutron, the only electronic timepiece on the market; it's outselling all watches in the \$125-and-up range.

FAMILY INCOMES UP—One in five American families now has a five-figure income, compared with one in 17 families as recently as 1954.

This growth in family annual incomes of \$10,000 or more was disclosed in a recent study by Meinhard-Commercial Corp., one of the nation's oldest and largest factoring and commercial financing concerns and a subsidiary of C.I.T. Financial Corp. Based on U.S. Census Bureau statistics, it showed that 19.9 per cent of U.S. families had incomes of \$10,000 or more last year compared with 5.8 per cent in 1954.

The number of families in the five-figure bracket nearly

quadrupled in nine years, reaching 9,439,000 in 1963, against 2,432,000 in 1954. With 10,673,000 families in the \$7,000-to-\$9,999-per-year bracket in 1963, some 42.4 per cent of American families—better than four out of every ten—now have annual incomes of \$7,000 or more.

According to the study, the median income of U.S. families rose to \$6,249 in 1963 from \$4,173 in 1954, a gain of 49.7 per cent. This gain compared with a rise of only 14 per cent in the cost of living.

The over-all increase in consumer buying power, which the firm says shows every indication of continuing in the years ahead, has far-reaching implications for all companies engaged in the production, distribution and financing of consumer goods.

SCIENCE NEWS—It may seem impossible, but the day may come when giant jet airliners can land on the smallest airfield. Because today's fastest-landing jets need more room than can be found around crowded cities, experiments have been made on equipping the jets with huge landing flaps at the trailing edges of the wings for safe and slow landings. Success will mean smaller fields can be used, bringing jet travel to more Americans . . . Four-minute cakes, almost instantaneous bacon and 20-minute roasts soon may be within reach of American housewives. Development of a new magnetron tube promises moderately priced microwave ovens for fast, fast cookery . . . A six-year study of radia-

tion effects on mice is good news for human beings, inasmuch as it has proved nuclear warfare need not wipe out man. The study was made at the University of California's Los Alamos Scientific Laboratory.

THINGS TO COME—A storage battery that cannot leak is now being readied for market. Offered in the familiar 6-volt and 12-volt sizes, the new battery will not leak in any position, nor does water or acid ever have to be added . . . For golfers, a "scrambler iron" for trouble shots and under trees, that also can be used for long or short distances and pitching to the green . . . Gold-braided mink-trimmed ironing board cover that can double as an evening stole . . . Dustpans eliminated;

double-duty waste basket has built-in handle and sweeping lip that fits flush to floor. Tilt to use, stand up for regular wastepaper use.

BITS O' BUSINESS—Racing to erase the coin shortage, U.S. mints in August turned out 590 million coins, or 132 million more than in July. The August turn-out was at an annual rate of 7 billion, against only 4.3 billion produced in 1963 . . . A leading oil company believes that by 1970 women drivers will outnumber men and total 76 million, or about double today's feminine drivers . . . The college freshman class now entering is 20 per cent bigger than in 1963, with a total of 1,255,000. These students reflect the "baby boom" of the mid-forties.

Garden Checklist

1. The stunningly colored garden lilies should be planted now for bloom in late spring and summer.
2. Plant calendula in sunny beds for bright winter color.
3. When your fuchsia finally is finished blooming, do NOT do any pruning. Just because the flowers are finished does not mean that it is time for clipping. Wait until next February for any pruning.
4. Many evergreens are best set out in fall. They benefit from the winter rains which will come later. Check with your local nurseryman for the types best suited for October planting.
5. The newer spreading Lantanas, if planted now, will often bloom right through winter in California's milder regions.

CLASSIFIED ADS Will Get Results

School District Plans New First Aid Workshop Series

A series of first aid workshops will be conducted for employees of the Torrance Unified School District this fall, according to Mrs. Penny Scott, school nurse adviser.

Sessions will be conducted through January for 23 elementary schools and four high schools. Meetings will take place at 12 host schools. A similar series was held last year at the remaining elementary schools.

Each workshop will include three one-hour sessions. Dr. C. C. Carpenter will discuss legal aspects at the first series of meetings. Bleeding, breathing and heart massage will be discussed at the second group of sessions by school physicians and Captain West of the Fire Department. Final sessions will feature school nurses discussing first aid policies.

SESSIONS WILL take place as follows:

Torrance Girls

4-H Winners

Three Torrance entrants in the 4-H competition at the Los Angeles County Fair in Pomona walked off with blue ribbons.

Cynthia Kelly won two blue ribbons in home economics. Anne Ball, same division, earned one, and Lynn Kelly merited a blue ribbon in home economics and a first and a fourth in agriculture and horticulture.

Legal aspects—Sept. 30, Torrance High; Oct. 5 at Steele School; Oct. 26, North High; Nov. 2, South High; Nov. 9, Edison School, and Nov. 16, West High.

Breathing, bleeding and heart massage—Sept. 30, Walteria School; Oct. 7, Arnold School; Oct. 14, Torrance Elementary; Oct. 21, Fern-Greenwood; Oct. 28, Anza; Nov. 4, Steele; Nov. 18, Edison; Jan. 6, Columbia; Jan. 13, West High School; Jan. 20, North High School, and Jan. 27, South High School.

Arrangements for the meeting places for first-aid policies are being completed. In addition to teachers, the sessions will be open to school secretaries, noontime supervisors, custodians and cafeteria personnel.

FBI Counterspy Talks to Lions

When the West Torrance Lion's Club held its regular Monday luncheon meeting at Caesar's Restaurant on Pacific Coast Highway this week, the speaker of the day was Karl Prussion, former FBI Counter Spy.

After speaking on his experiences for some time, Mr. Prussion opened the meeting to a question and answer period in which most of the 56 members participated.

Program chairman is Donald Banker while the Club's president is Glenn Ison.

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